FINANCIAL NEWS

SALES & EARNINGS

*$ in thousands

Company	Period Ended	Current Sales*	Year-Ago Sales*	% Change	Current Earnings*	Year-Ago Earnings*	% Change
Boise Cascade	6/30-2nd qtr.	$ 740,910	$ 813,020	−9	−$ 8,440	$ 26,910	—
W. R. Grace	6/30-2nd qtr.	1,630,224	1,690,910	−4	76,912	100,252	−23
Scotty's	7/3-6 wks.	37,012	35,287	5	—	—	—
Wolohan Lumber	6/30-2nd qtr.	25,082	27,656	−9	483	395	22

Peavey approves merger with ConAgra

MINNEAPOLIS—Peavey shareholders have approved the merger of the company with a subsidiary of ConAgra, Omaha.

Peavey, which among its businesses has 41 home centers in the Midwest, is a grain and retail merchandiser and food processor which did $820.9 million in sales in the fiscal year ended July 31, 1981.

ConAgra, a maker of agricultural chemicals and animal health care products, a grain merchandiser and food processor, did better than $1 billion in volume through its fiscal year ended May 31.

STOCK PRICES

	As of 7/21	52-week High	52-week Low	P/E Ratio
Boise Cascade (NYSE)	23½	42⅝	19¾	9
Diamond Int'l (NYSE)	36¼	41¼	26¼	16
Evans Products (NYSE) [Alamo Ent., Grossman's, Moore's, Hubbard & Johnson, Lindsey]	7⅛	25	7	8
Forest City (AMEX)	13⅛	17	11¼	—
W. R. Grace (NYSE) [Angels, Cashway, Channel, Handy City, Handy Dan, Orchard]	32⅝	57	32⅛	4
Lowe's (NYSE)	15	17⅛	10½	16
Payless Cashways (NYSE) [Furrow]	24	24	15¼	15
Scotty's (NYSE)	19¼	24¼	15⅛	9
Southwest Forest Industries (NYSE) [Dunlap's, Knox Lumber]	9½	20½	8¾	34

Over-the-counter stocks

	As of 7/21 Bid	As of 7/21 Asked	52-week High (Bid)	52-week Low (Bid)
Erb Lumber	11½	13	14½	7½
Hechinger	19⅜	19⅝	20⅜	15¼
Hines Lumber	16	16½	20¼	15
The Home Depot	18⅞	19⅛	19¾	6⅛
Pay 'N Pak	14⅛	14¼	17¼	11⅝
Pay 'n Save	20	20¼	27⅛	16½
Scotts Seaboard [Scott's]	⅞	1¼	2¾	⅞
Wolohan Lumber	3½	3⅝	5	3

B.C.'s income down while 2nd-qtr. sales improve

BOISE, Idaho—Boise Cascade's building materials distribution division, including its 96 stores among other businesses, showed considerably lower financial results in the second quarter than it did a year ago, company officials said.

Specific figures for the quarter just ended were unavailable at presstime, but the division had $152 million in sales in the second quarter of 1981.

While the division continued to be unprofitable in the period, its results were better than in the first quarter, however. Its sales volume in the first quarter totaled $100 million. Boise's chairman and ceo John B. Fery attributed the improvement to cost-reduction efforts and a slight seasonal pickup during the quarter.

Overall, the company had a net loss of $8.4 million in the second quarter on sales of $740.9 million. In the same quarter of 1981, the company showed net earnings of $26.9 million on sales of $813 million.

Fery noted that Boise earned $3 million from operations in the period despite charges incurred from the closing of a pulp and paper mill in Salem, Ore., and from reductions in the firm's labor force.

He attributed the company's $2.9 million net loss and 9% decline in sales for the first six months of the year to poor business conditions impacting the forest products industry.

Boise Cascade officials have cut capital spending from a proposed $250 million to less than $200 million this year.

An area of the building materials distribution division that has been affected by the cutbacks is its new management information system, expected eventually to link stores and wholesale branches with divisional and regional data centers.

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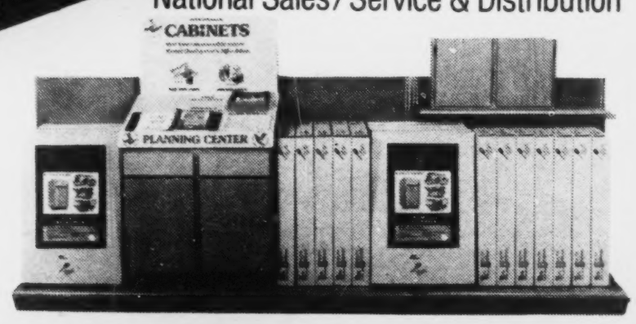

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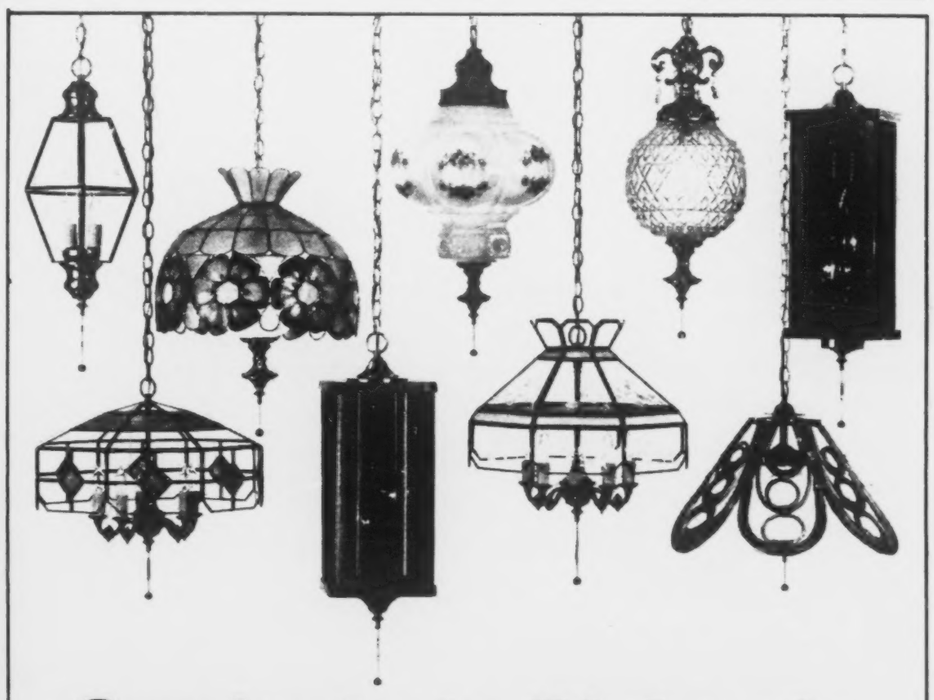

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Chains find growing market for name-brand plumbing

By John Caulfield
NHCN associate editor

NATIONAL REPORT—Throughout the country, home center retailers are finding the market growing for brand-name plumbing fittings and fixtures, as manufacturers seek to gain a greater share of the DIY market by emphasizing their trademark as conspicuously as their product.

Supplier names like U.S. Brass, Artesian, Price-Pfister, Waxman, Rainbird and Mor-Flo, while not household words, are nevertheless gaining wider recognition among the plumbing-buying public. And dealers are becoming more conscious of the manufacturers they are stocking in their plumbing departments, something unheard of several years ago.

The six-unit Z & L Lumber in Pittsburgh recently changed its plumbing faucet line to a supplier with a "much higher consumer awareness" level, according to director of purchasing Ron Kregiel.

"We have customers come into the stores asking for certain plumbing products by name, so we're also seriously considering switching to a fixture supplier whose program has stronger brand awareness among consumers than the line we carry now."

To the west, the four-unit Economy Lumber, Denver, has been besieged by faucet manufacturers, but continues to stick with its well-known, nationally advertised supplier. "I see at least one faucet rep a week; the competition is incredible," said chain vp Steve Stookesberry, "but people know our faucet line by name, it sells well, and we get good margins from it, so why go with someone less identifiable."

Central Hardware play's up faucet manufacturer's products and television promotion in the chain's newspaper tabs to take advantage of increasing brand awareness of plumbing items.

Now that manufacturers have spotted this trend, it can be expected that the fight for name-brand recognition will become fiercer, particularly with some of the industry's heavyweights revving up their fall promotions:

Peerless Faucet, Indianapolis, Ind., will start advertising on network TV for the first time in several years to coincide with its considerable local TV, radio and print spots. "This will be an all-out media blitz, pressing home the Peerless name strongly," said national accounts manager Scott Hutton.

In Wisconsin, Kohler Co., which has sold the home center industry minimally and continues to merchandise its high-end fixtures exclusively through wholesalers, could be making a bid to capture more DIY business as it tests its first-ever TV commercial in five Midwest and Southern markets.

"We'll have a very heavy emphasis on brand name, and see what kind of response we get," said Bob Jewell, consumer products marketing director.

And Stanley Tools, New Britain, Conn., will promote the 200-sku plumbing fittings line it has developed since purchasing the Philadelphia-based packager Hancock-Gross last November. Sources familiar with Stanley's plans claim the company will use national advertising to promote the plumbing in the same vein as its successful

(Continued on page 47)

Hardware Show attendance is surprisingly strong

CHICAGO—Despite fear that recession would cut into attendance at the 37th annual National Hardware Show here last week, traffic on the floor was higher than many home center retailers recalled seeing in several years.

While attendance figures were not available at press-time, show officials estimated the total would top last year's 74,320. (Attendance in 1980 was 70,934.)

"I'm very surprised at the number of people walking the floor," said Steve Underwood, president of Chase-Pitkin, Rochester, adding that the Sunday turnout at the DIY Home Improvement annex was the largest in his memory.

Paul Siegel, vice president, merchandising, for Forest City, Cleveland, added that the attendance levels were heartening: "It shows there is still some optimism in this industry. I know I'm relieved at the showing."

On the floor, retailers commented about the proliferation of kerosene heater and ceiling fan suppliers, and in particular the increased number of propane heater manufacturers honing in on the energy market.

The tone of the show was set by Don Wolf, president and general manager of the 2,500-member Hardware Wholesalers Inc., Fort Wayne, Ind., who spoke of the need for better communications between manufacturers and retailers in the industry and for more aggressive promotion.

(Continued on page 47)

NEWSBREAKS

WICKES LUMBER NAMES NEW VP. Bruce W. Berg has been appointed vp and general merchandise manager of Wickes Lumber, replacing Jack Edl, who resigned "to pursue other interests," the company announced. Berg joined Wickes Lumber in November 1981 as merchandise manager, interior products. He will report to Les Hagen, senior vp of Wickes Corp. and general manager of Wickes Lumber.

INSIDE

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Home center ranks swell 4% in '82 to 14,967 units

NEW YORK—There are 14,967 individual home center units operating in the United States, according to the just published 1982 Chain Store Guide to Home Center Operators and Hardware Chains.

The store total is up from 14,380 in 1981, while the number of companies operating home centers is down 8% to 6,529 from 7,053 a year earlier.

The majority of stores, 10,105, continue to be chain operated. That figure is up 11% from a year ago.

Significantly, 25% of all home centers, or 3,676 units, are controlled by just the top 26 chains. There are now 122 chains that operate 10 or more stores.

At the same time, the guide shows a 29% drop in the number of companies operating hardware stores, from 822 companies with 6,868 stores to 587 companies with 6,512.

The guide defines a home center as a retail outlet that sells lumber and building materials as well as hardware and other home improvement items. Volume must be significantly DIY and at least $1 million annually.

The guide, affiliated with *NHCN*, is published by Lebhar-Friedman, 425 Park Ave., New York, N.Y., 10022. A DIY Hardware Distributors guide is also available.

	No. of Home Center companies			Total No. of stores		
	1982	1981	% change	1982	1981	% change
Independents	4,862	5,262	−8	4,862	5,262	− 8
Chains (2 or more stores)	1,667	1,791	−7	10,105	9,118	+11
Total	6,529	7,053	−7	14,967	14,380	+ 4

Molding moves from commodity to decor item in shoppers' eyes

By Ken Schept
NHCN senior editor

NATIONAL REPORT—It is one of the few products in a home center that receives a 100% markup. Profit can be considerable since volume is limited only by DIYer imagination. Yet retailers are still not adequately tapping the market.

The item is molding and the assessment comes from retailers as well as spokesmen for the molding industry.

"As a group of merchants we may have missed the boat a little bit," said Greg Wessling, Lowe's vice president, merchandising. "For $20 of chair rail molding a customer may make a room look as if it underwent a $400 improvement."

(Continued on page 15)

C. A. Niece, a Lambertville, N.J., home center, displays 102 molding profiles on a freestanding rotating unit.

DIY Industry update

Evans cools on marrying Sharon

The pending merger of Evans' Products and Sharon Steel had been scheduled for discussion at the May 19, Evans stockholders meeting, which was canceled pending an IRS decision related to the transaction.

That opinion is still pending, so a new date for the stockholder gathering has not been set. However, when the Evans meeting does occur, feelings regarding the merger may have shifted dramatically from what they were on May 19.

Evans reported a second quarter loss of $3.5 million on revenue of $375 million. In 1981 the company earned $10.4 million on $445 million for the same quarter. Sharon's earnings are also reportedly off in the second quarter.

"Economic conditions, operating results and financial results of both companies have changed," said Gerald Parsons, Evans vice president, corporate relations. "Could a prudent chairman recommend combining our company with a company considered extremely financially shaky?"

Victor Posner was not available for comment, according to an aide, Jeff Breen.

Posner's indictment in April on income tax evasion may have also dampened Evans' desire for corporate marriage.

"Psychologically it's quite apparent that it [the indictment] had an adverse affect on the price of our stock," said Parsons. "We've had many protests from shareholders about merging with any company that Mr. Posner has anything to do with."

BE opens warehouse outlet

VAN NUYS, Calif.—A storage shed next to a Builders Emporium store here has become the 62-unit chain's "Weekend Warehouse"—an outlet for discontinued, leftover and slightly damaged merchandise.

The weekend warehouse debuted Aug. 6-8 with markdowns as much as 50% on lounge chairs, ceiling fans, Corningware, lawn mowers and fireplace accessories.

"It's our intention to keep fresh merchandise coming in every week," explained Bill Teachout, BE's executive vp. "It will draw additional traffic to the store site."

The warehouse hours are 9 a.m.-6 p.m. weekends.

Marty Bocola, BE's vp-operations, said the new program gives BE the capability to buy closeouts from companies going out of business and to funnel "ad residue from other stores."

Teachout characterized the Weekend Warehouse as a "pilot program," explaining that the availability of a freestanding building to house the merchandise was "a unique situation."

Hardware Fair to close 1st unit

By the end of the year, Hardware Fair, the 10-unit Maryland chain, will close its first store, opened 63 years ago on the Baltimore waterfront.

The property was obtained several years ago by the City of Baltimore as part of its Inner Harbor renewal effort. Since then it has been leased by Hardware Fair. The city is apparently now ready to proceed with hotel construction.

While not Hardware Fair's best unit, the Pratt Street location is strong, according to John Madanick, the chain's hardware buyer.

"At lunch time that store is like an airport," he said. "Customers may not buy there, but when they go home at night they buy what they saw during lunch at a surburban Hardware Fair. It's like a showroom."

The store also does a considerable commercial business, he said. Motion picture companies that have used Baltimore waterfront locations maintain accounts there.

Hardware Fair will probably open another store in the area when this one closes, but not just because the location is justified by the volume of business.

"We grew up in this city," said Madanick. "It's important that we have a store in this area."

National Home Center News

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Vol. 8, No. 18 August 30, 1982

Ponderosa pine is gaining a larger share of market

By Ken Schept
NHCN senior editor

NATIONAL REPORT—Ponderosa pine is increasingly being used for the pressure treated dimensional lumber sold to America's backyard carpenters for decks.

While southern yellow pine continues to dominate that market, ponderosa has made inroads in the upper Midwest and is moving deeper into the Chicago market and as far East as western Pennsylvania.

The success of Ponderosa is attributed to price, "yardability," appearance, southern pine availability problems and a move away from treating refractory species that do not adequately accept the preservative chemicals.

Upward spiral

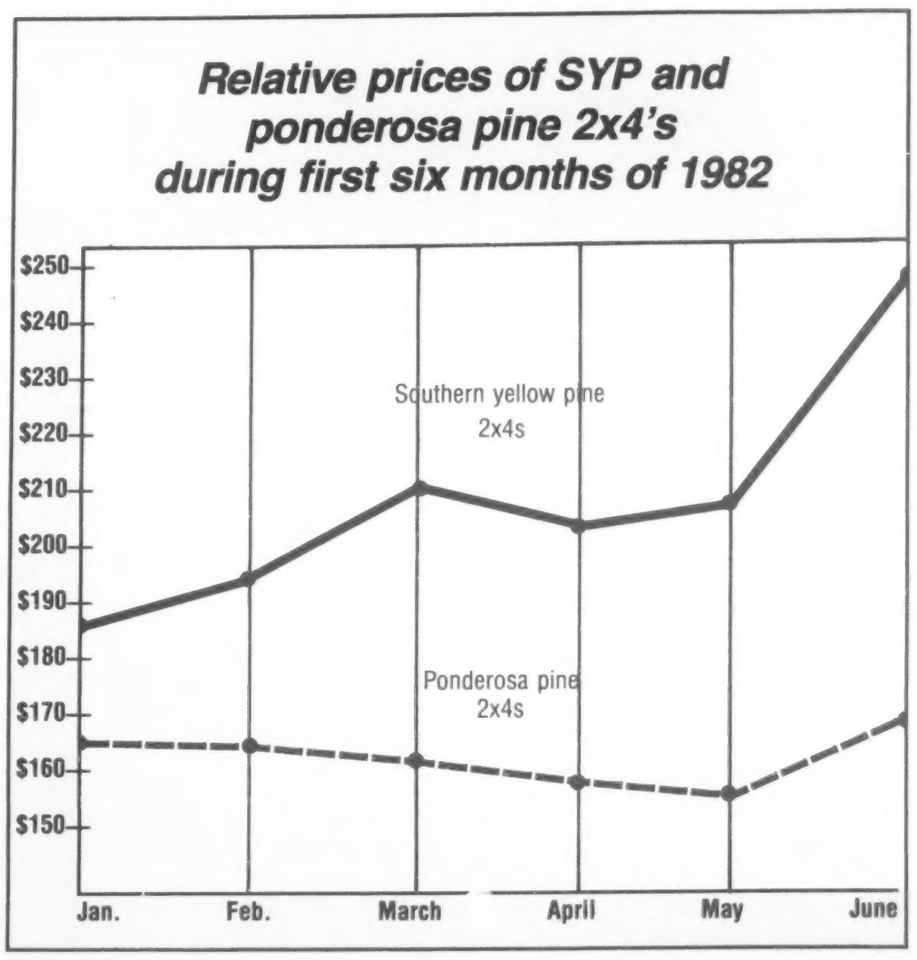
Three years ago Erb Lumber, Birmingham, Mich., stocked all SYP treated lumber. Last year ponderosa was introduced. It now accounts for about 15% of Erb's treated inventory, according to buyer John O'Hara.

Until this year, 42-unit Lampert Yards, St. Paul, Minn., also stocked both species for treated dimensional lumber.

"Now we're totally or 99.5% over to ponderosa pine in Iowa, Minnesota and Wisconsin," said buyer Rich Clasen. The company still carries SYP for foundation lumber, where greater strength is required.

In June, John A. Biewer Co., a Michigan-based treater, opened a plant in Seneca, Ill., specifically to penetrate the Chicago market and the rest of northern Illinois.

(Continued on page 35)



Mill prices of both Southern yellow pine (westside) and ponderosa pine 2x4's responded to demand by treaters this year, particularly during the spring. Ponderosa prices remained significantly lower, however, while the popularity of treated lumber fueled a surge in SYP prices. The prices noted are per 1,000 board feet, based on Random Lengths' framing lumber price guide.

Completes Eastern consolidation

Diamond sells 3 units to Woodbury

SACRAMENTO, Calif.—Diamond International's sale last month of three stores to Woodbury Lumber, Glens Falls, N.Y., marked the end of a consolidation program in Diamond's Eastern retail division, according to retail vice president Richard Cushman.

Diamond sold contractor-oriented outlets in Johnstown and Saranac Lake, N.Y., and in Rutland, Vt., to Woodbury to trim its Eastern division to 17 units.

"The facilities formed the west side of the division and they were out of our main geographic thrust," Cushman said about the Woodbury deal.

Last year, Rutland did $2 million-$3 million in volume while Johnstown did better than $1 million and Saranac Lake accounted for $1 million in volume, Cushman said.

Diamond once had as many as 24 stores in the Northeast, but Cushman noted, "We felt we were better off concentrating on the really good locations. We now have all profitable facilities in the Northeast."

The company's consolidation program has also included the closing of stores in Augusta, Me., and Westboro, Mass. The

(Continued on page 4)

Woodbury Lumber, Glens Falls, N.Y., has purchased this Diamond International unit in Saranac Lake, N.Y., and other Diamond outlets in Johnstown, N.Y., and Rutland, Vt. NHCN photo

Gerrity eyes DIY biz at new unit

YORK, Me.—Gerrity Building Centers is counting on more retail business from its new unit here to help it achieve three times the volume, within two years, than the previous store did, Thomas J. O'Malley, vice president of retail operations, indicated.

Chain officials would like the outlet's business mix to even out between DIYers and contractors, a far cry from the 80:20 ratio (contractor/DIY) at the former York Lumber & Hardware facility Gerrity bought about 10 years ago.

The new store, which officially debuted late last month, has a big advantage over its predecessor—location.

The unit sits on Route 1, a heavily traveled road, while the old facility was "off the beaten track," according to O'Malley. Combined with the fact that the store is 15 minutes north of Portsmouth, N.H., and 30 minutes south of Portland, Me., two sizable markets, it should be sitting well for increased volume.

Store officials also have more room to stock and display items. Currently, the unit features 7,000 sq. ft. of retail space, but that is expandable to up to 12,000 sq. ft., compared to only 2,500 sq. ft. at the old outlet, O'Malley said.

The chain is taking advantage of the space by beefing up product lines.

The store will have a full-time kitchen specialist to accompany its almost 3,000 sq. ft. of kitchen and bath displays, O'Malley noted. It also features a home decor department, adjacent to the kitchens, where in-stock wall coverings, sheet vinyl flooring and a lighting program are shown.

Lighting fixtures account for 60 sku's at the store. That is the most sizable lighting selection in any of the nine stores in the chain, operated by building materials supplier, Gerrity Co.

"It's profitable if you tie lighting into home decor," O'Malley explained. "Plumbing is double the volume of electricals for us, but lighting is an area of electricals where you can gain the most because of the higher tickets."

The store also features color-coded department signs and carpeting and tile in heavily used areas.

In addition, the York outlet is the first Gerrity has built. All of its other retail facilities were acquired, primarily in the last seven years.

Drug chains sell lumber, but combo Rx is elusive

SAN FRANCISCO—As soon as Sav-On Drug Stores opened its 17th and largest combination drug/home center unit in South San Francisco last month, company officials announced plans to build several more.

In opening this 55,360-sq.-ft. unit, which includes an 8,000-sq.-ft. outdoor nursery, Sav-On demonstrated a bullishness toward the home improvement industry that is shared by several of its competitors.

Pay 'n Save, Seattle, operates 11 drug/home center combos and recently announced plans to build its third "mini" unit in Soldotna, Alaska. Of the 71 stores operated by Dart Drug, Landover, Md., 18 are drug/home center combos.

The special problems of merchandising boards across the aisle from bottles, however, have forced Pay Less Drug Stores Northwest, Wilsonville, Ore., to cut back home improvement selection in the 10 drug/home center combos among its 150 units.

Still, as Ben Kovalsky, Dart Drug senior vice president sees it, the combo stores continue to reflect "a positive concept." He calls them, "the complete one-stop shopping center for the consumer."

Concept is new

The drug/home center phenomenon first appeared less than a decade ago, according to Kovalsky, who said that both Dart and Sav-On pioneered the approach.

Sav-On opened its first combo unit eight years ago in Sylmar, Calif. Eight of its current 17 combo stores were opened during the past 2½ years. All but the Bay area site and one in Houston are located in southern California.

The Sav-On prototype for a combo location is 45,120 sq. ft., including a 7,500-sq.-ft. nursery. The larger South San Francisco proportions were dictated by the long and narrow configuration of the existing building, whose dimensions are 148 ft. wide by 320 ft. deep, compared with the usual 228-ft. x 165-ft. measurements at Sav-On combos.

Home improvement items occupy about 40% of floor space at Sav-On units.

"The drug side does the higher volume because it has more household items," said Joe Call, Sav-On district manager.

The Sav-On combo units are usually divided by a promotional aisle down the middle of the store that separates the home center and drug sides of the store, although common checkouts are used.

The shape of the South San Francisco building required modifying the usual layout by placing the home center in the rear. Dart's combo layouts are similar to the Sav-On prototype.

Smaller markets targeted

Pay 'n Save is experimenting with a prototype especially designed for smaller markets that are unable to support its normal 52,000 to 60,000-sq.-ft. combos.

(Continued on page 46)

Sigoloff displays poise in Donahue show stint

SANTA MONICA, Calif.—When Sanford Sigoloff appears on nationwide television, work grinds to a halt at Wickes' corporate headquarters here.

At least that's what happened one recent afternoon when the Wickes' chairman appeared on an hour-long segment of the syndicated Phil Donahue show.

Some three-dozen Wickes employees crowded into a second-floor conference room to watch a poised and well-mannered Sigoloff respond to sometimes piercing questions from Donahue and his mostly female audience.

The show, about big business failures, had been taped a week earlier, and Sigoloff himself was traveling and unable to see the broadcast. He was joined by AM International's chairman, Joe Freeman, and Robert Genetski, chief economist of Harris Trust & Savings Bank.

Freeman proclaimed proudly that his company ($653 million sales), which filed Chapter XI in March, was "the biggest before Sandy filed." The Wickes filing occurred on April 24.

"Hang 'em," a man said of Sigoloff and Freeman after explaining that he wasn't too happy with big business or top-ranking executives, after being laid off from his job at Wisconsin Steel, where he worked for 44 years. The audience, for the most part, was hostile.

The only time Sigoloff appeared to get ruffled was when a woman said he and Freeman were treating their jobs as nothing more than playing a game of Monopoly.

"That's not fair," Sigoloff retorted.

When an audience member hinted that she'd like to know Sigoloff's and Freeman's salaries, Sigoloff responded, "By the hourly rate?" The last time he was asked that question publicly, at a creditors meeting in June, he answered, "$350,000."

Reaction to Sigoloff's television appearance won rave reviews at Wickes' headquarters, however. One lawyer asked, "Could Johnny Carson be next?"

Stan Williams, manager of Homeowners DIY Centers' Gardena, Calif., store, tapped the sales potential of a long holiday weekend by having the store well staffed and keeping the doors open for an extra half hour. NHCN photo

13 hours of hustling break Homeowners sales record

By Brad Altman
West Coast editor

GARDENA, Calif.—Stan Williams began the day like so many other home center managers—nervously.

It was the Saturday of a three-day holiday weekend and Mother Nature had marked the occasion with gray, overcast skies.

Williams spent the previous week preparing for heavy sales at the Homeowners DIY Center based here. By the time he arrived for work at 7:15 a.m., however, there wasn't much left to do except worry.

Hours later, Williams' concern would turn to elation as the sun broke through the clouds and cashiers rang up a record single-day sales total of $42,700. But that was later.

To begin the day, Williams took the first of countless strolls through the sprawling, 48,000-sq.-ft. store, which is the largest and oldest of the five-unit Homeowners chain. He checked stock levels in the warehouse. As the 9 a.m. store opening time approached, he stood by the entrance and greeted employees as they reported for work. A total of 36 of the store's 57 full-time employees were scheduled this day in anticipation of heavy holiday business.

Declaring that the store was ready for the onslaught of customers, Williams went to his windowless office where he had a cup of coffee and a cigarette. After this brief break, he returns to his prime responsibility—what is occurring on the sales floor. Not far from his desk, a closed-circuit TV monitor can be heard paging his code number—102—from the floor. But that's not sufficient to stay aware of store events, he said.

At 38, Williams is a home center veteran. He has been manager of this Homeowners for almost two years and manager of another unit in West Los Angeles for four years. A native of Danville, Ark., Williams also held management positions with then-Vornado-owned Builders Emporium and the now-defunct White Front Dis-

(Continued on page 46)

According to Frost & Sullivan survey

Home centers offer more services

NEW YORK—A new survey of the home improvement industry found that home centers generally offer a wider range of customer services than other types of operations selling competitive products.

The study, conducted by the research firm, Frost & Sullivan here, broke home improvement retailers into four groups—hardware, home center, lumber and building materials, and paint/decorating stores. It found that home centers excelled in certain areas, and were at least competitive with the other retail groups in virtually every measured service category.

Car loading, for instance, was performed by about 83% of the home center respondents, the study said, compared with 62.9% for all retailers, 61.8% for LBM dealers and a low 50% for paint/decorating outlets.

Another example, in-house credit cards, showed that while 14.1% of all retailers polled offer them, 20% of the home center dealers surveyed now have a separate credit card for their stores' customers.

When queried on the use of audiovisual instructions, 30.7% of all retailers said they used these systems compared to 48.6% of the home center respondents.

One service level where home centers lagged behind the other retail groups was charging for delivery. All retailers averaged 37.6%, and even LBM dealers only responded at a 57.4% clip in charging consumers for home delivery. But home centers, obviously pressing the cash and carry philosophy, were more likely to charge customers extra for the service, with 68.6% of the study's respondents in this group claiming to do so.

On the whole, the most-frequently offered services among all home improvement retail groups were accepting payment checks (97%) and bank credit cards (82%); paint mixing was by far the most common service peculiar to the DIY merchandise field, with 82% of all retailers offering that service. Home center estimates were mostly in line with the above averages.

According to the survey findings, home centers appear to be using a heavy dose of advertising, coupled with expanded use of in-store DIY demonstrations and clinics, to distinguish DIY merchants from their competitors.

The market study found that 37% of home center respondents employed ROP newspaper advertising, 24% newspaper inserts and another 17% direct mailing circulars; only 5% said they used TV advertising and only 17% claimed to promote their products and store names on radio.

Hardware stores' ad media mix was closely aligned to that of home centers, with 32% in this retail classification spending their ad dollars on ROP ad-

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Customer service by retailer type
(% of respondents in each group)

	Hardware Stores	Home Centers	Lumber/ Building Materials Stores	Paint/ Decorating Stores	All Retailers
Delivery: No Charge	65.0%	48.6%	70.6%	56.3%	62.4%
Delivery: Service Charge	21.7	68.6	57.4	0.0	37.6
Car Loading	68.3	82.9	61.8	50.0	62.9
Cartop Carriers	1.7	5.7	4.4	3.1	2.9
Your Own Credit Card	16.7	20.0	13.2	9.4	14.1
Bank Credit Card Accepted	90.0	88.6	70.6	78.1	82.4
Checks Accepted	98.3	97.1	94.1	100.0	96.9
Audio-Visual Instruction	25.0	48.6	29.4	28.1	30.7
Estimates on Projects	40.0	74.3	94.1	68.8	68.8
Plan Take-Offs	6.7	48.6	83.8	28.1	42.9
Tool Rentals	53.3	37.1	30.9	25.0	36.1
Contractor/Installer Referrals	30.0	54.3	70.6	68.8	55.1
Cutting Wood & Glass	75.0	62.9	72.1	18.8	59.0
Paint Mixing	91.7	85.7	70.6	96.9	82.0

Source: Frost & Sullivan, New York NHCN chart

Home center operations were more apt to offer their own credit cards, charge for product delivery, and employ audiovisual DIY instruction in their stores than either hardware, lumber and building material, or specialty outlets, according to a new Frost & Sullivan study.